

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan analisis dan pembahasan pada bab sebelumnya, maka dapat diambil kesimpulan sebagai berikut:

1. *Emotional Marketing* terbukti berpengaruh signifikan terhadap *Customer Satisfaction* pada rumah makan Kober Mie Setan di Surabaya. Oleh karena itu hipotesis 1 yang diajukan dalam penelitian ini, diterima.
2. *Service Quality* terbukti tidak berpengaruh signifikan terhadap *Customer Satisfaction* pada rumah makan Kober Mie Setan di Surabaya. Oleh karena itu hipotesis 2 yang diajukan dalam penelitian ini, ditolak.
3. *Customer Relationship Management* terbukti berpengaruh signifikan terhadap *Customer Satisfaction* pada rumah makan Kober Mie Setan di Surabaya. Oleh karena itu hipotesis 3 yang diajukan dalam penelitian ini, diterima.
4. *Customer satisfaction* terbukti berpengaruh signifikan terhadap *customer loyalty* pada rumah makan Kober Mie Setan di Surabaya. Oleh karena itu hipotesis 4 yang diajukan dalam penelitian ini, diterima.

5.2 Saran

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

5.2.1 Saran Praktis:

1. Pihak rumah makan Kober Mie Setan di Surabaya harus lebih memperhatikan kualitas layanan mereka/*service quality*. Lebih memberikan training kepada para karyawan, memperbarui / menambah fasilitas-fasilitas fisik yang ada maupun yang belum ada di dalam rumah makan agar para konsumen lebih puas.
2. Pihak rumah makan Kober Mie Setan di Surabaya diharapkan lebih berinovasi dalam menciptakan menu selain mie pedas. Karena dewasa ini sudah banyak menu serupa yang sudah ada pada para pesaing dari rumah makan Kober Mie Setan di Surabaya.
3. Pihak rumah makan Kober Mie Setan di Surabaya diharapkan lebih sering berinteraksi dengan konsumennya misalnya dalam bentuk memberi kuesioner agar para konsumen dapat memberi *feedback* yang mungkin dapat menjadi acuan bagi rumah makan Kober Mie Setan di Surabaya untuk dapat lebih berkembang.

5.2.2 Saran Akademik

Penelitian ini nantinya dapat di gunakan sebagai refrensi bagi penelitian selanjutnya dalam melakukan penelitian yang sejenis atau sama.

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